

# Media Advisory

from the South Carolina Forestry Commission



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## Wood Magic Forest Fair to host media at Harbison State Forest

The South Carolina Forestry Commission invites all Midlands-area news outlets to attend its annual **Wood Magic Forest Fair** at Harbison State Forest's Environmental Education Center Tuesday, Oct. 24-Friday, Oct. 27.

Now in its 23<sup>rd</sup> year, the Wood Magic Forest Fair is a fun-filled, forestry festival for fourth-graders. A day program of forestry-related educational experiences and demonstrations, the fair combines hands-on activities with visually engaging presentations in teaching children about the importance of forest lands to wildlife, the economy and our daily quality of life.

The fair isn't just a walk in the woods; it's a learning experience. South Carolina's Wood Magic Forest Fair is a comprehensive environmental education program correlated to state curriculum standards in science and language arts. More than 33,000 students from every corner of the state have participated in the program since its inception in 1999, the overwhelming majority of whom demonstrate a significant gain in knowledge about forests after attending. Post-tests reveal an average of 30 percent improvement in students' understanding of the material presented at the fair.

The Forestry Commission conducts three separate week-long Wood Magic Forest Fairs at different locations around the state each fall, hosting up to six different school groups each day.

The best visual opportunities for the media will be from **9:30 a.m.-1 p.m.** as students rotate between six tour stops, each dedicated to a different aspect of forestry and its impact on our lives. Throughout the day, children will:

- make their own paper;
- see a real sawmill cut boards from a log;
- dress up like firefighters to learn about forest fires and prescribed fires;
- learn how forests protect water and produce clean air;
- discover everyday products that come from trees.

Wood Magic would not be possible without the support of many sponsors and financial contributors, including SC Tree Farm, SC SFI Implementation Committee, USDA Forest Service, Palmetto AgriBusiness Council, Sylvamo and Georgia-Pacific.

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*The mission of the South Carolina Forestry Commission is to protect, promote, enhance and nurture the forest lands of South Carolina in a manner consistent with achieving the greatest good for its citizens.*

### Media credentialing

Media interested in covering the fair must be credentialed at the check-in desk.

**WHEN:** 9:30 a.m.-1 p.m.  
Tuesday, Oct. 24-  
Friday, Oct. 27

**WHERE:** Harbison State Forest  
5600 Broad River Road  
Columbia 29221

**WHOM:** **Matt Schnabel**  
**TO CALL:** SCFC Environmental  
Education Coordinator  
(803) 728-5968

Video/photo opportunities and interviews will be made available to all credentialed media. The best visual opportunities for media will be from 9:30 a.m.-1 p.m.

